

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Kamfu WONG

Serial No.: 10/585,225

Filed: June 30, 2006

For: METHOD AND SYSTEM FOR PERSONALIZED
AND LOCALIZED TV AD DELIVERY

Examiner: Aklil M. Tesfaye
Group Art: 2423

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT UNDER 37 C.F.R. 1.111

Sir:

In response to the Office Action mailed October 19, 2009, please amend the above-identified application as follows:

Amendments to the claims begin on page 2.

Comments begin on page 10.